Program Evaluation & Information

2071459501

Source: https://www.industrydocuments.ucsf.edu/docs/qfmm0004

KEY FINDINGS

- Based upon response patterns, V-Wear catalog responders are redeeming sooner than in past programs, with previously collected UPCs.
- The majority of V-Wear responders redeem in only one program.
- As in past programs, a large percent of V-Wear 2 1995 redeemers did not respond in previous V-Wear programs.
- Regions 1, 2, and 4 accounted for more than their fair share of V-Wear 2 1995 responders.
- Direct mail and retail catalog response was better in Region 4 than the rest of the country.
- Region 1 & 4 responders were more likely to order high end items than responders in other regions.

2071459502

Source: https://www.industrydocuments.ucsf.edu/docs/qfmm0004

PROGRAM SPECIFICS

PROGRAM LENGTH	6 MONTHS
START DATE	8/1/95
END DATE	1/31/96
TOTAL ITEMS	12
LOW ITEMS	3
MID ITEMS	5
HIGH ITEMS	4

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Source: https://www.industrydocuments.ucsf.edu/docs/qfmm0004

PROGRAM CIRCULATIONS

DIRECT MAIL	628,149
CARTON INSERT	5,000,000
FSI	42,000,000
RETAIL	944,040
MAGAZINE	35,000,000

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Source: https://www.industrydocuments.ucsf.edu/docs/qfmm0004

PROGRAM RESULTS

	VW 1993	VW 1 1994	VW 2 1994	VW 1 1995	VW 2 1995
#Items Available	11	12	7	4	12
#Items Ordered	470,160	440,164	89,073	150,429	295,624
#UPCs Redeemed	30,736,145	34,978,960	11,370,525	11,418,075	35,250,175
#Responders	163,615	172,407	56,293	63,930	95,685
#Orders	192,887	197,802	56,846	64,343	96,601
Avg. Items/Order	2.53	2.23	1.57	2.34	3.06
Avg. UPCs/Order	165	177	200	177	365

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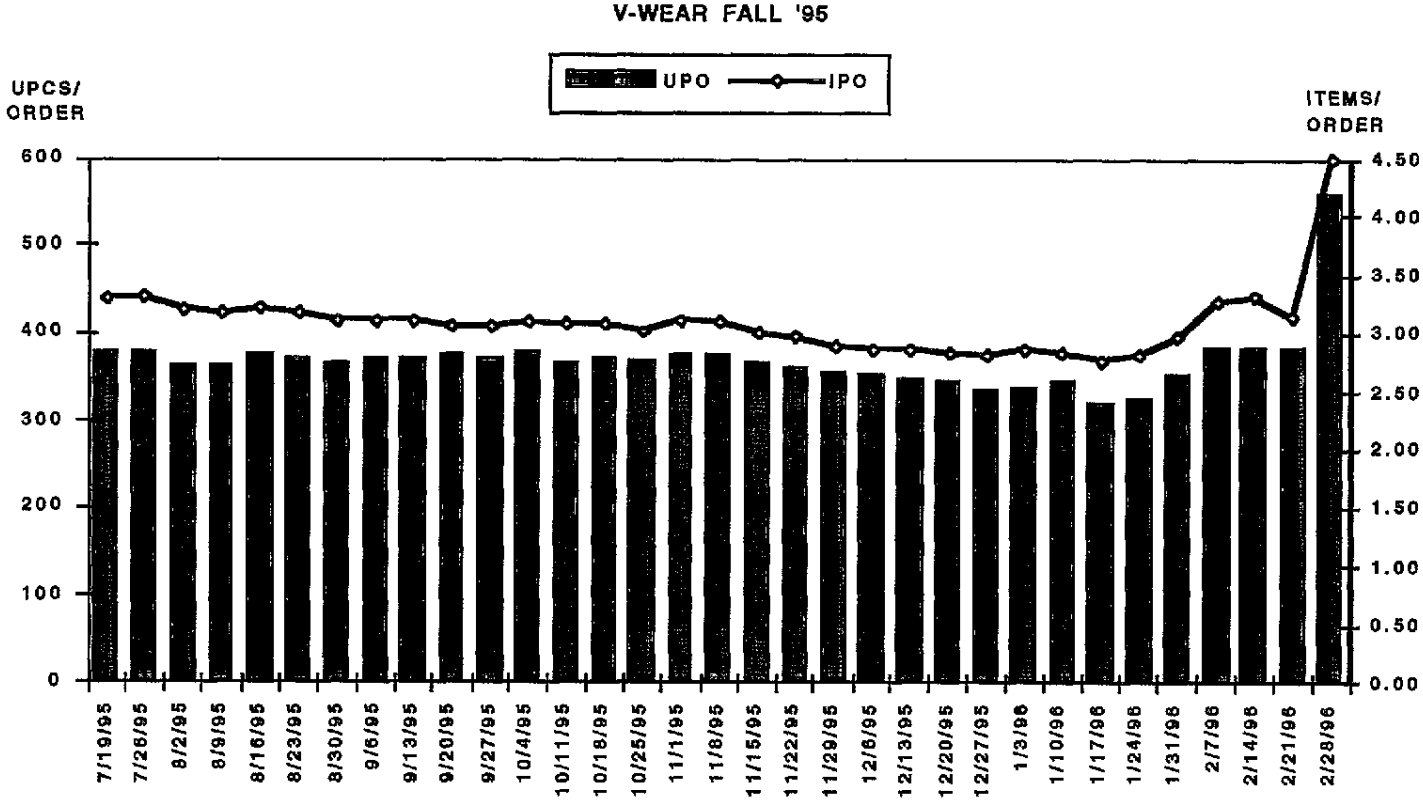
Source: https://www.industrydocuments.ucsf.edu/docs/qfmm0004

IPO/UPO



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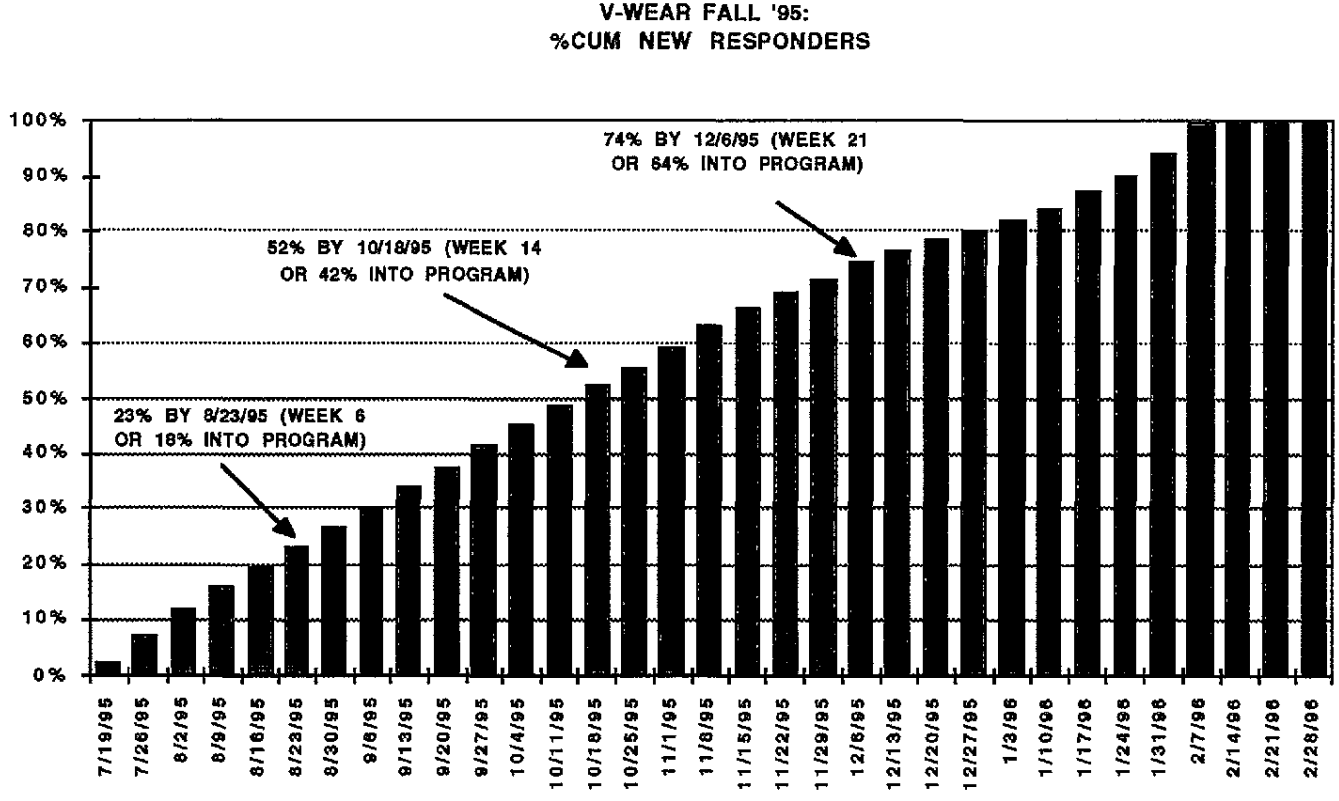
Source: https://www.industrydocuments.ucsf.edu/docs/qfmm0004

% CUMULATIVE NEW RESPONDERS



Source: https://www.industrydocuments.ucsf.edu/docs/qfmm0004

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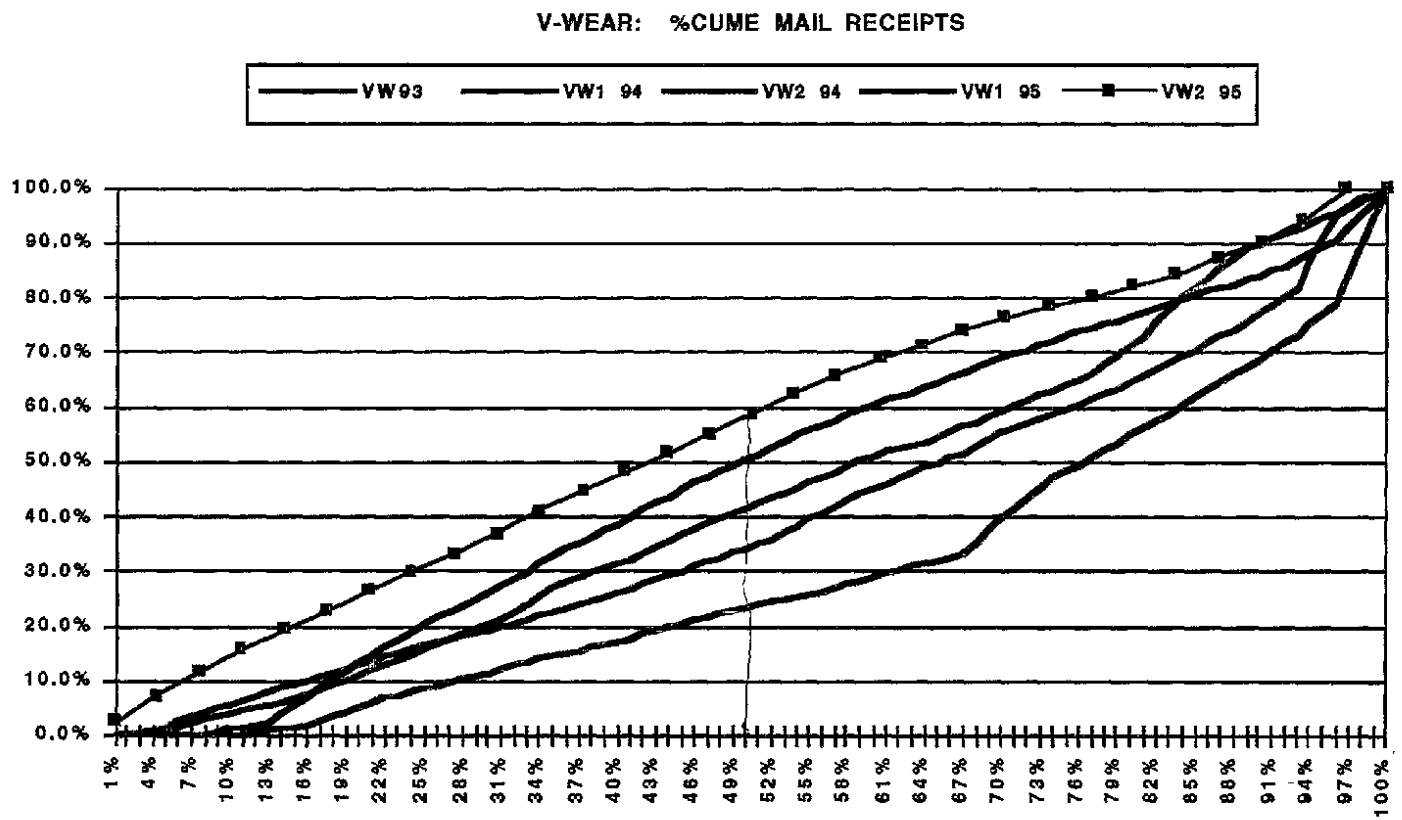
% OF CUMULATIVE MAIL RECEIPTS BY V-WEAR PROGRAM



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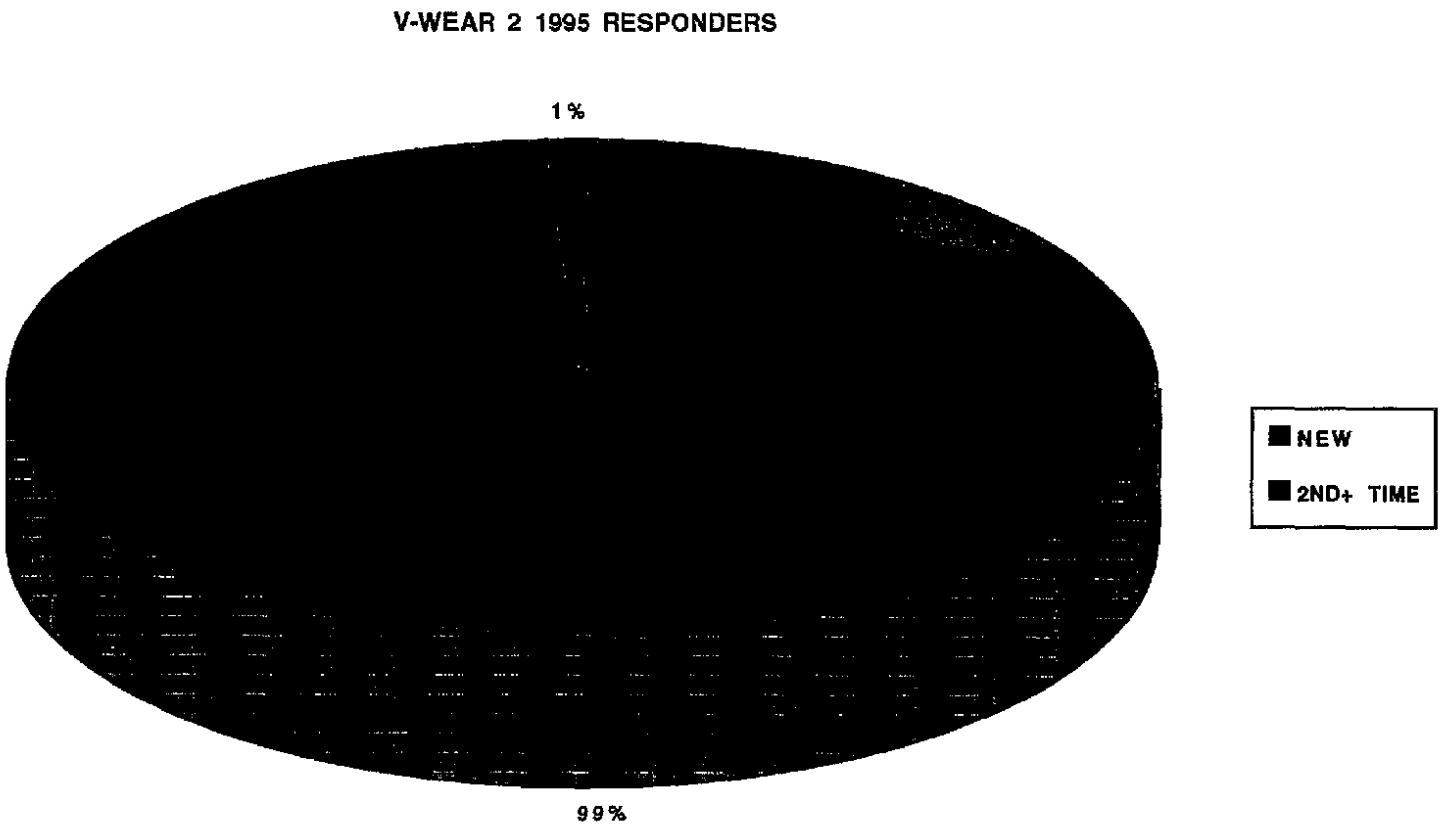
% REPEAT RESPONDERS



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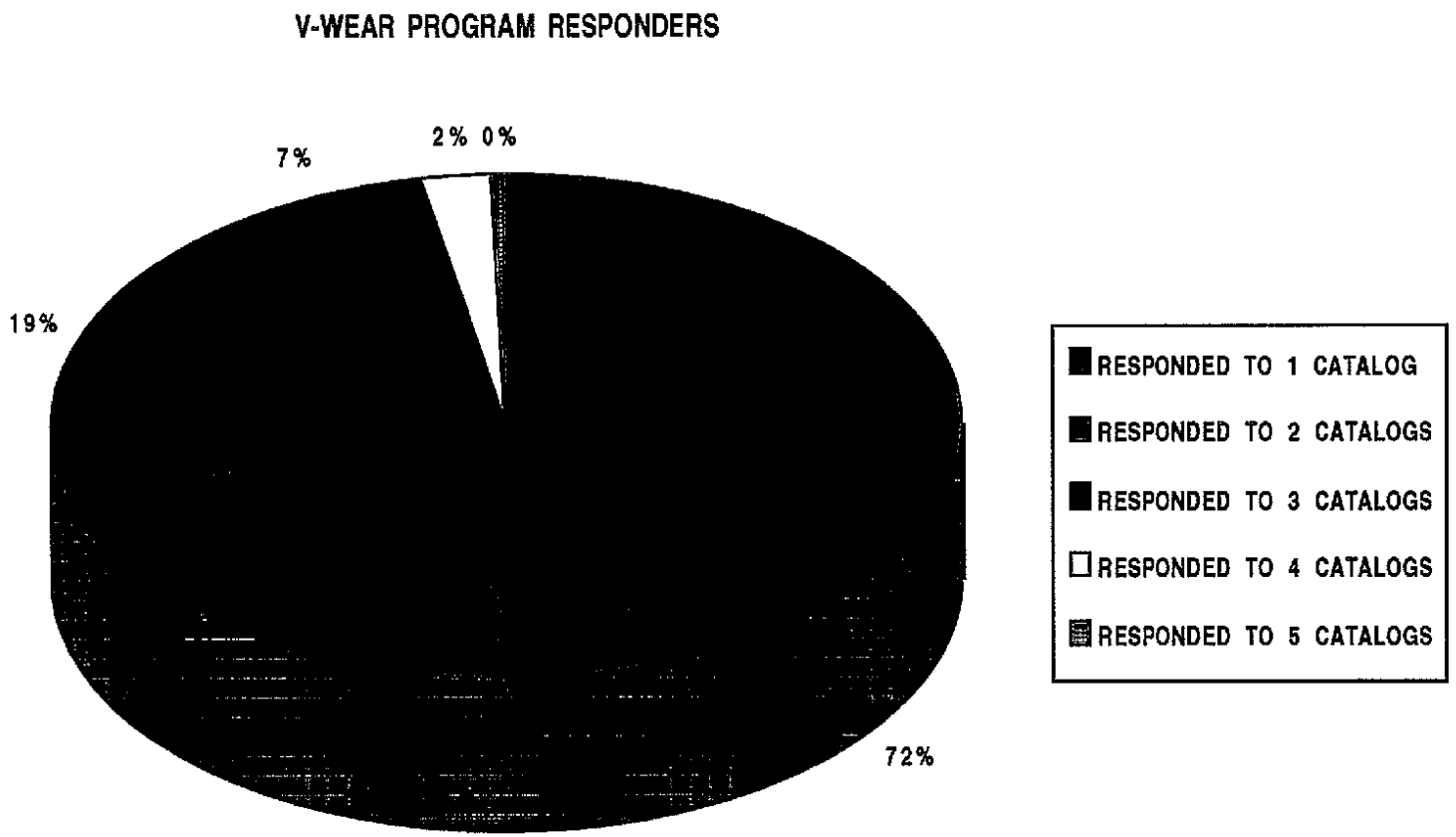
Source: https://www.industrydocuments.ucsf.edu/docs/qfmm0004

RESPONDERS ACROSS ALL V-WEAR PROGRAMS



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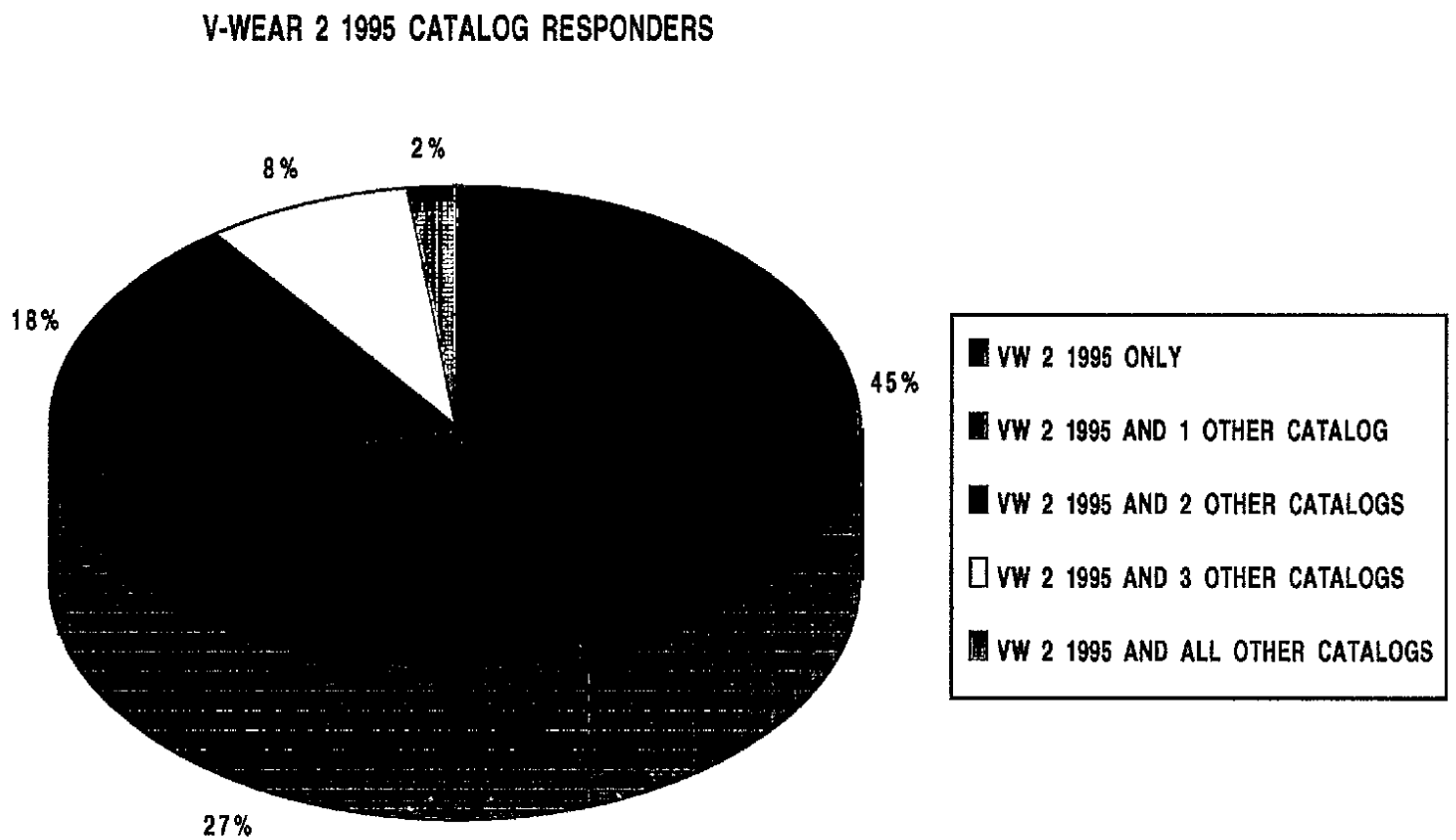
Source: https://www.industrydocuments.ucsf.edu/docs/qfmm0004

RESPONDERS WITHIN V-WEAR 2 1995



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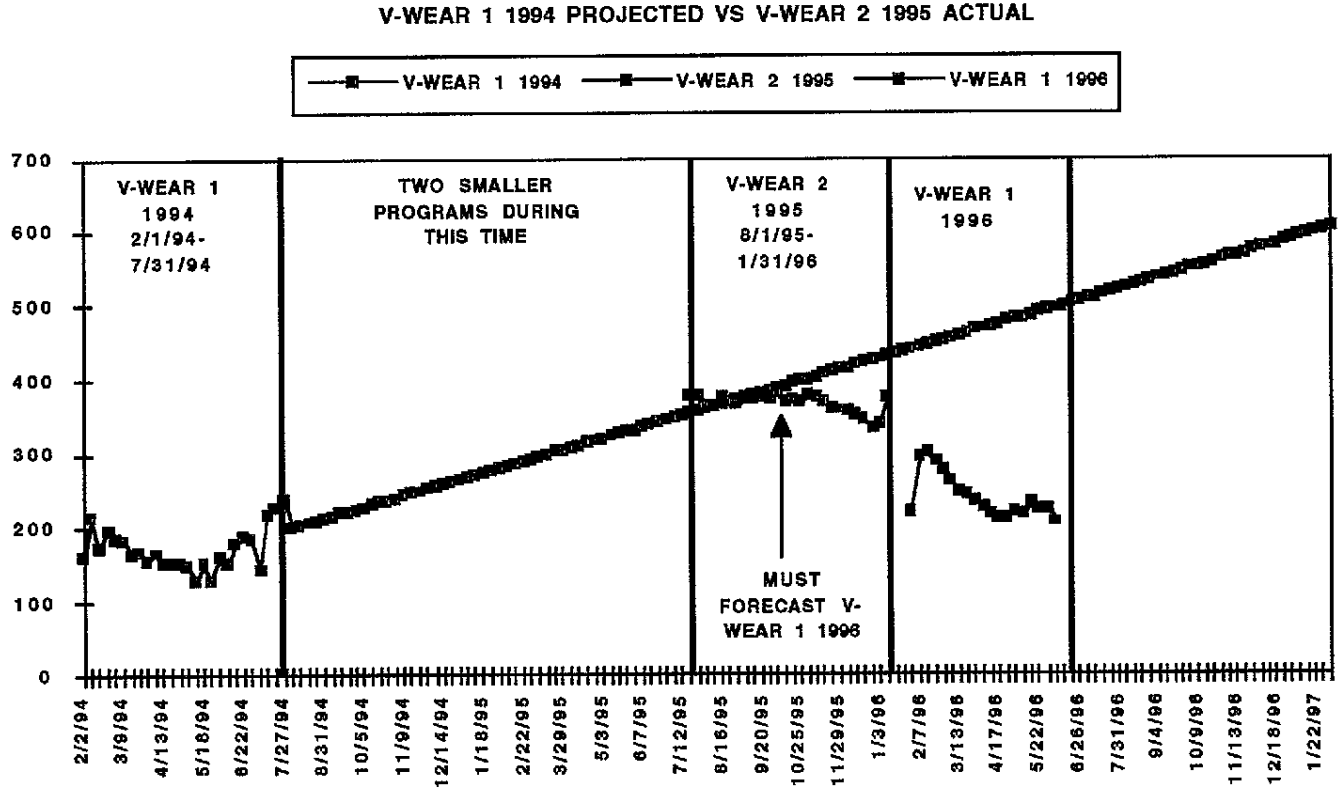
Source: https://www.industrydocuments.ucsf.edu/docs/qfmm0004

PROJECTED UPO VERSUS ACTUAL



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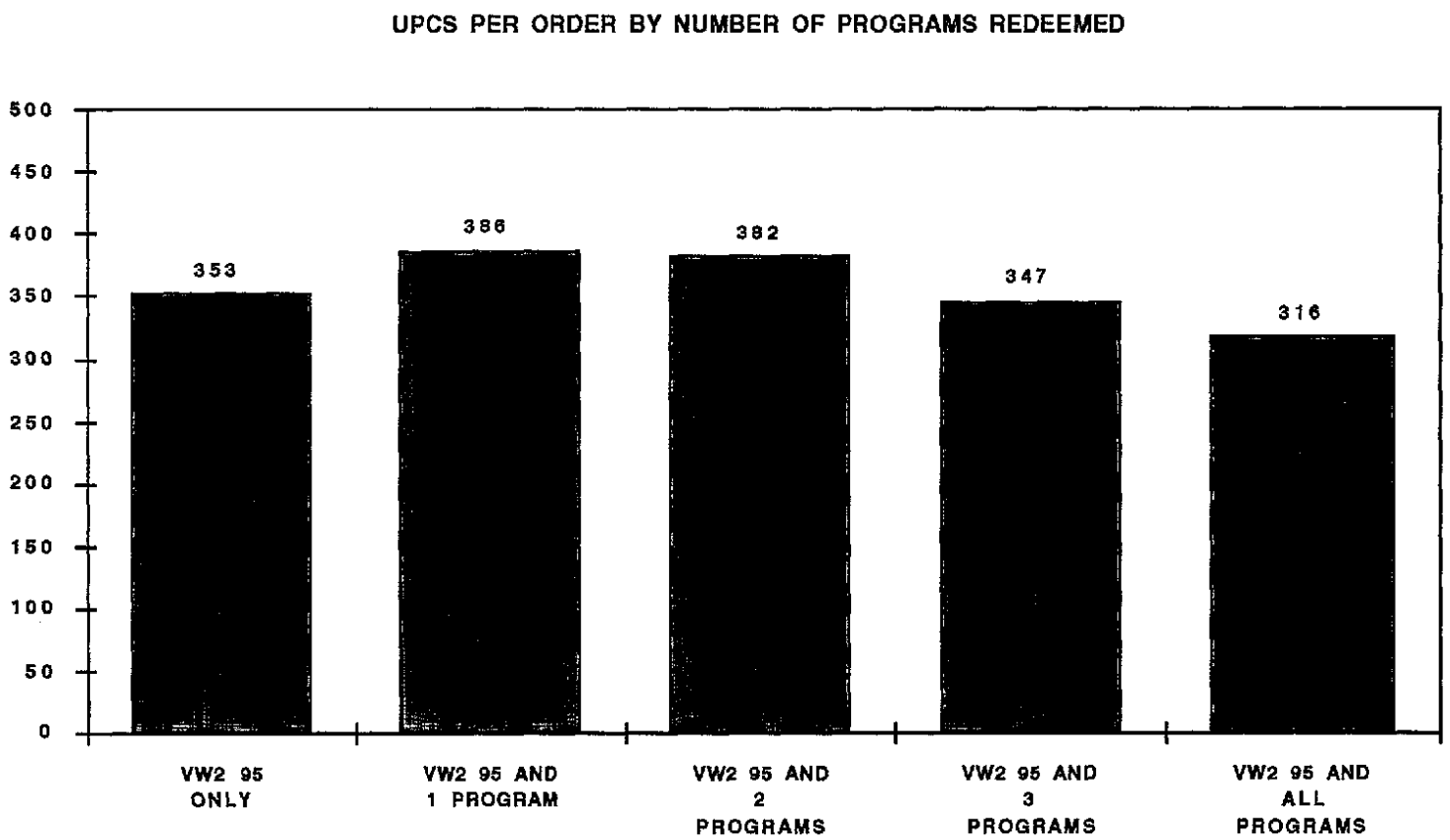
Source: https://www.industrydocuments.ucsf.edu/docs/qfmm0004

UPO BY NUMBER OF PROGRAMS



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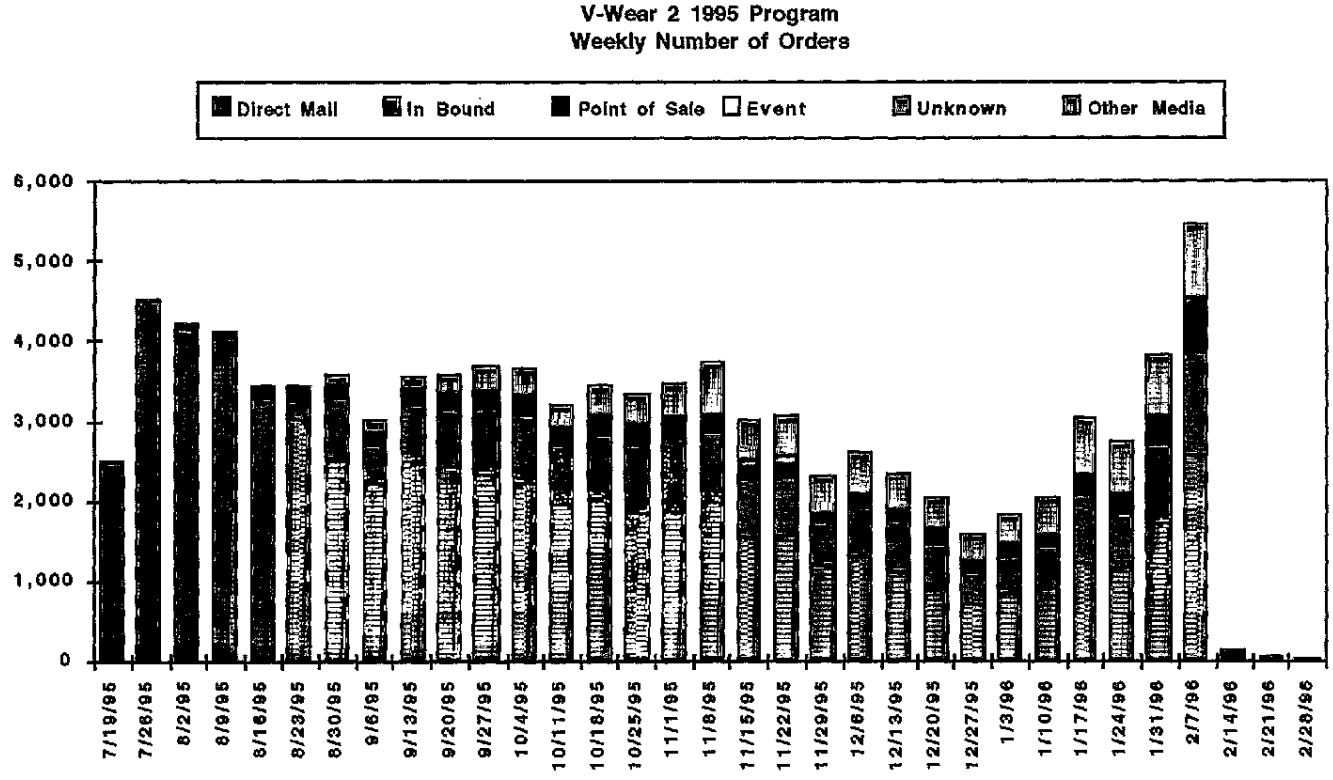
Source: https://www.industrydocuments.ucsf.edu/docs/qfmm0004

WEEKLY ORDERS



Source: https://www.industrydocuments.ucsf.edu/docs/qfmm0004

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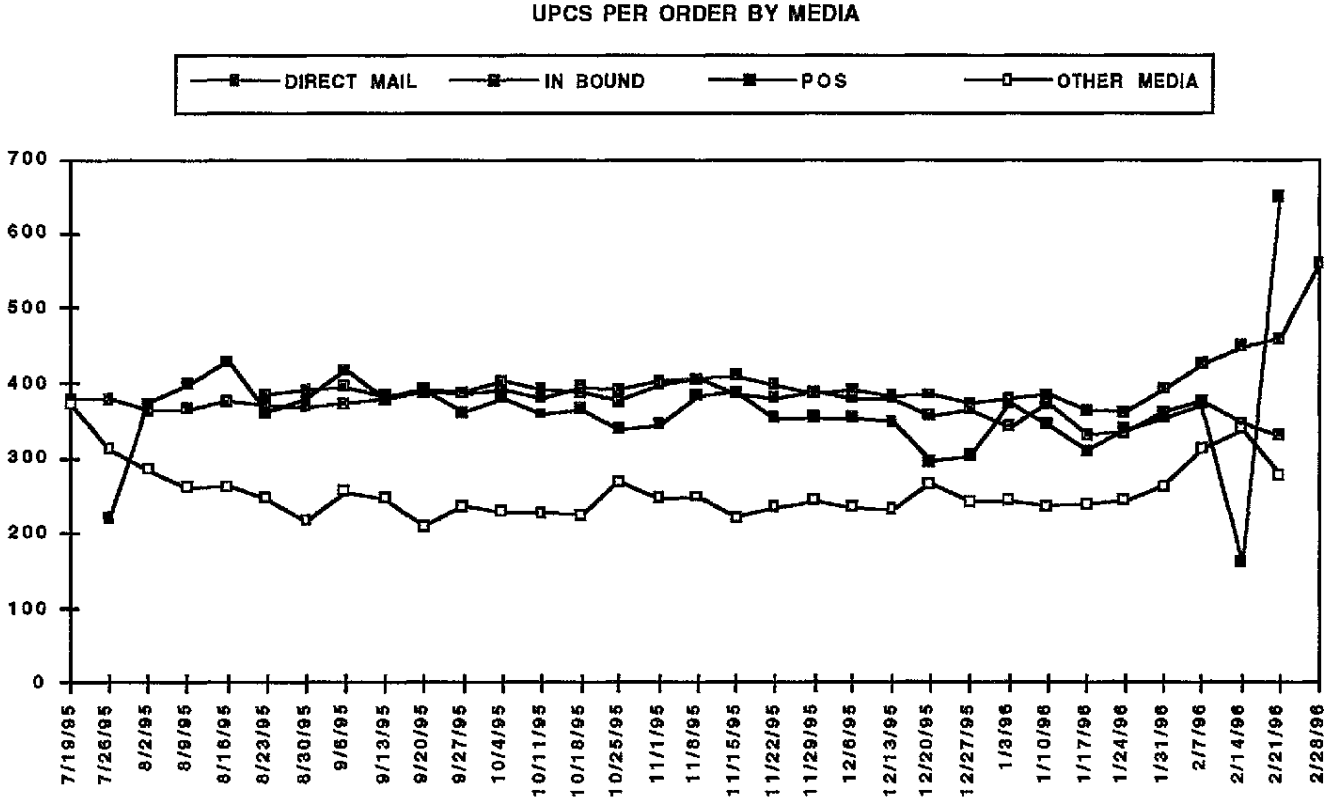
UPO BY MEDIA



Source: https://www.industrydocuments.ucsf.edu/docs/qfmm0004

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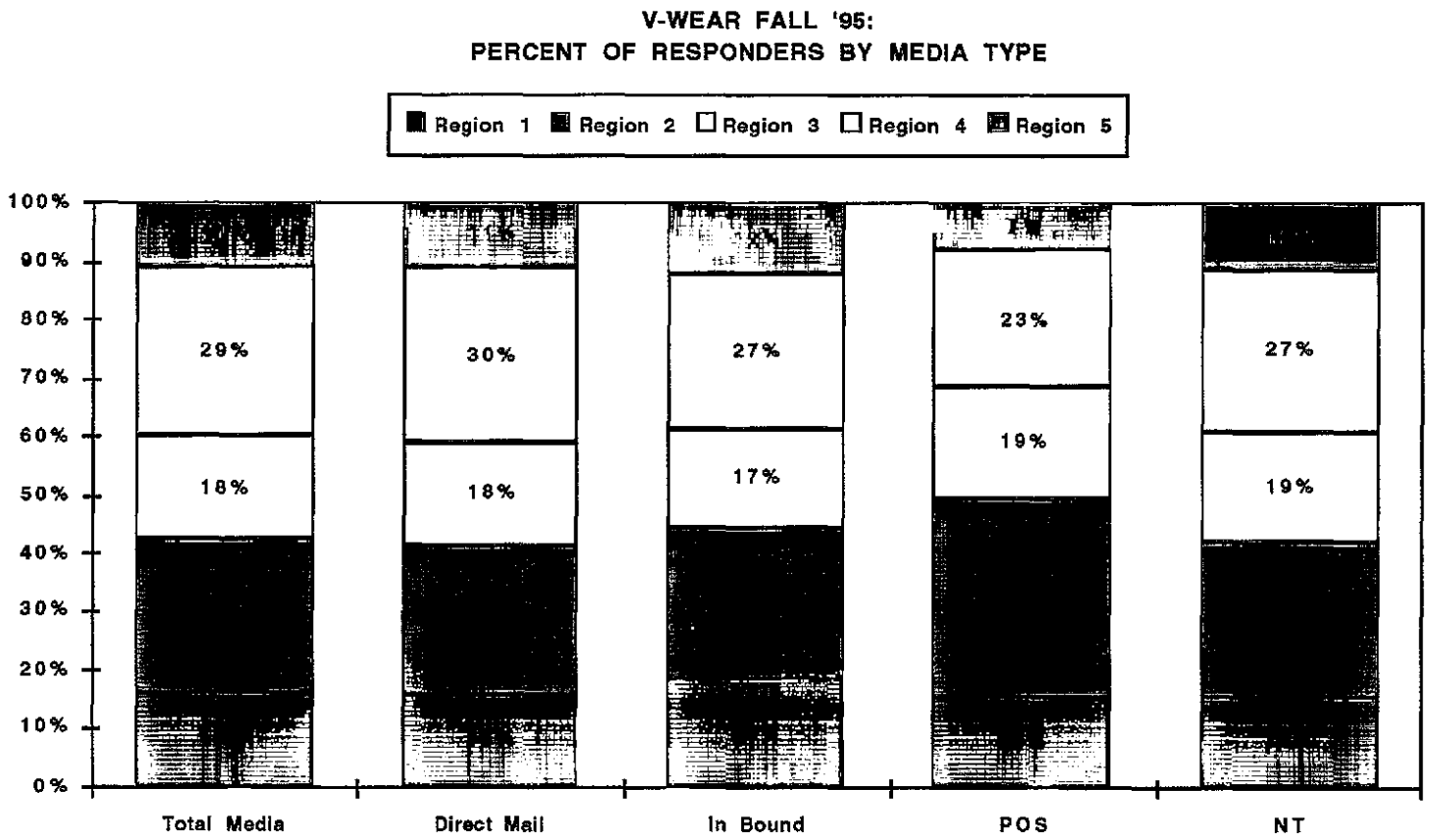
PERCENT OF RESPONDERS BY MEDIA



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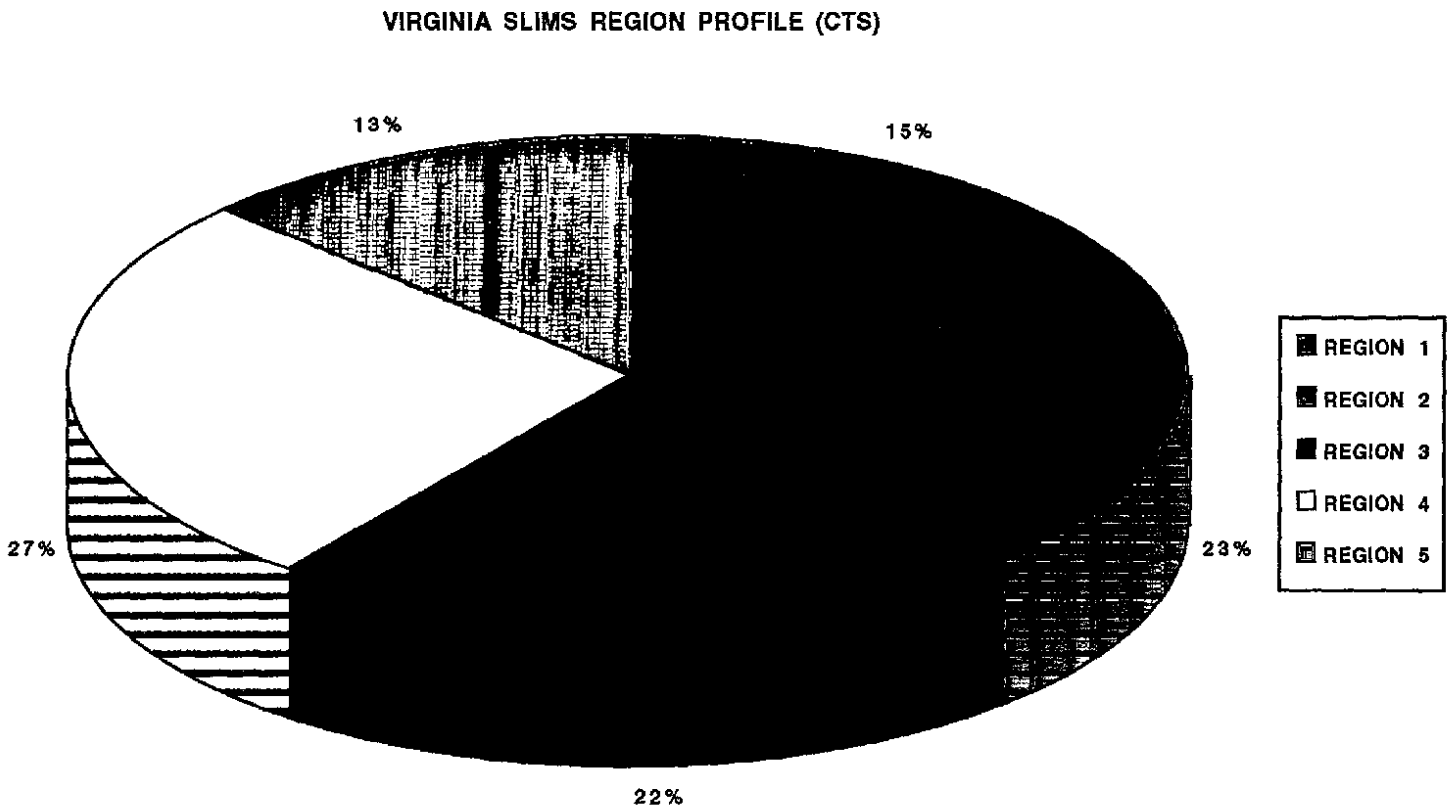
Source: https://www.industrydocuments.ucsf.edu/docs/qfmm0004

CONSUMER TRACKING REGION PROFILE



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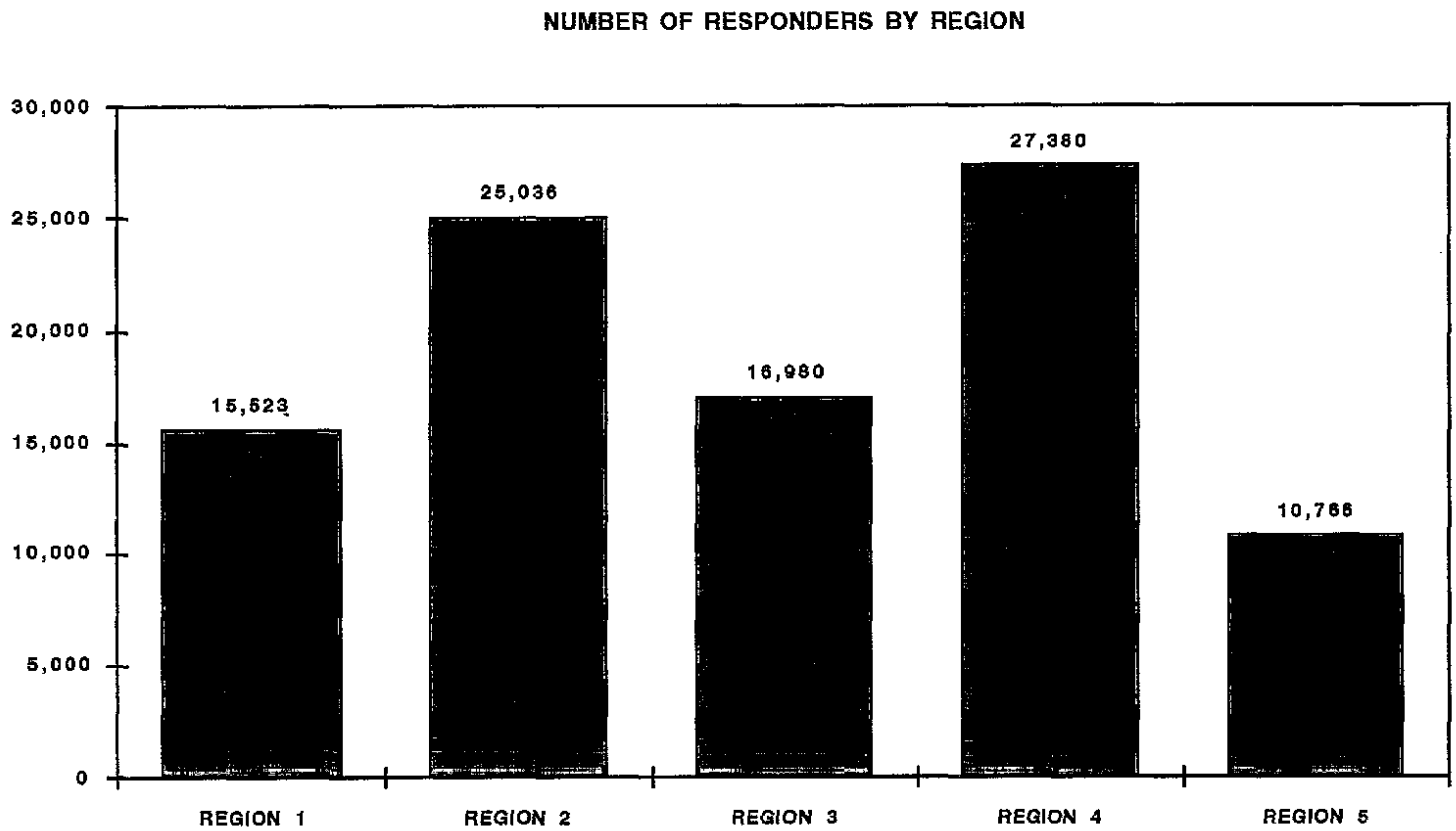
Source: https://www.industrydocuments.ucsf.edu/docs/qfmm0004

NUMBER OF RESPONDERS BY REGION



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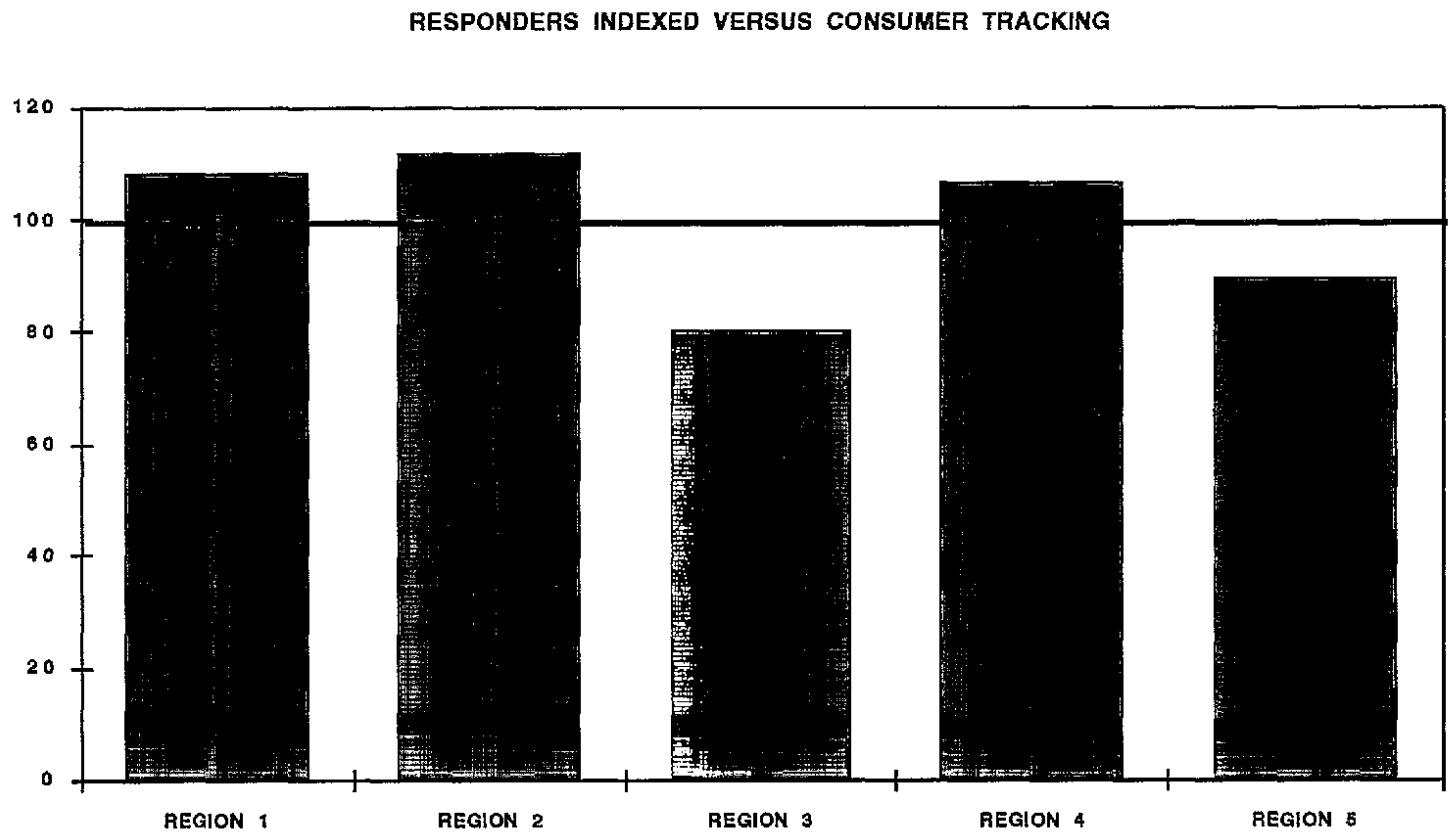
Source: https://www.industrydocuments.ucsf.edu/docs/qfmm0004

RESPONDERS INDEXED VERSUS BRAND PROFILE



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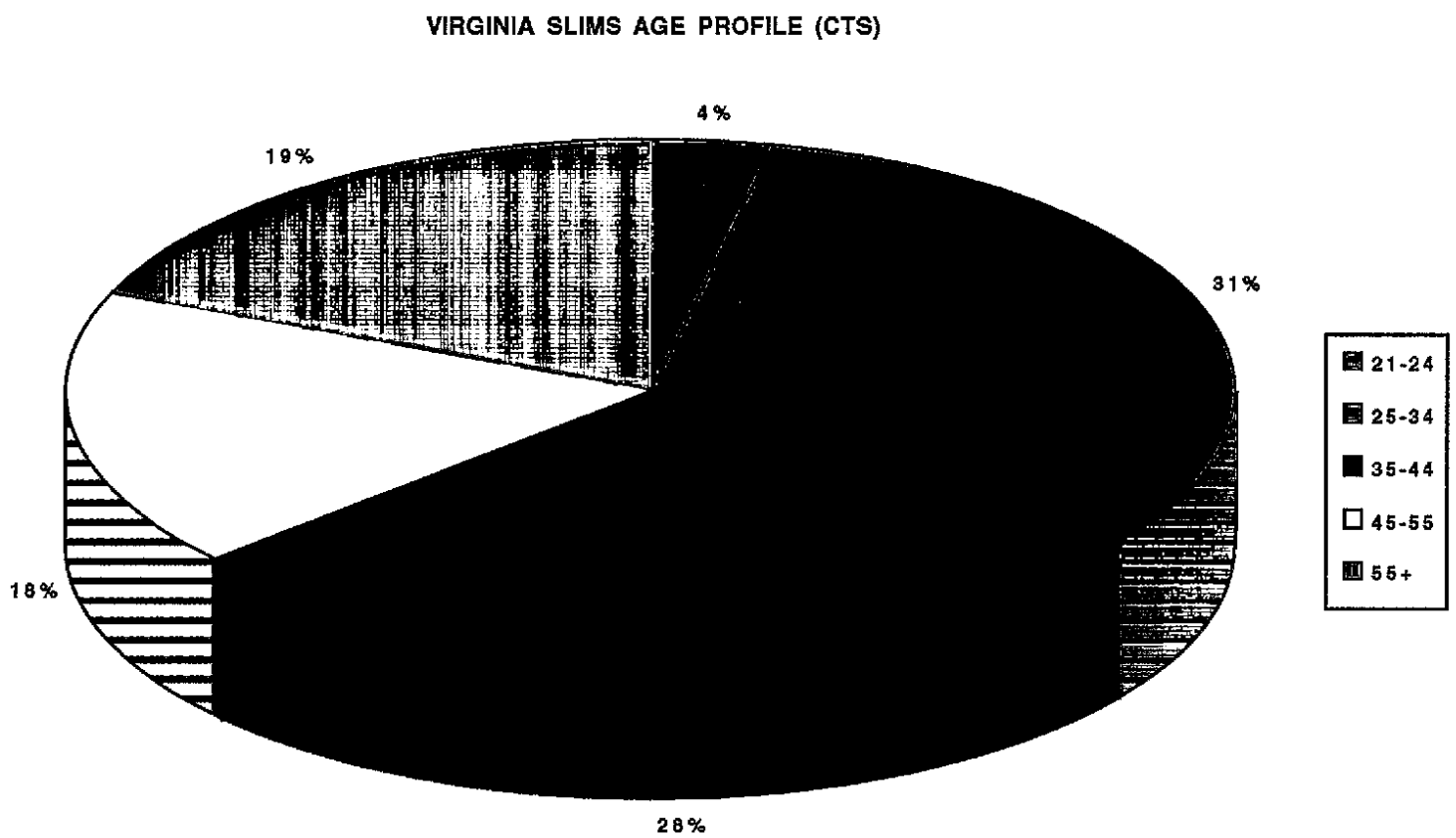
Source: https://www.industrydocuments.ucsf.edu/docs/qfmm0004

CONSUMER TRACKING AGE PROFILE



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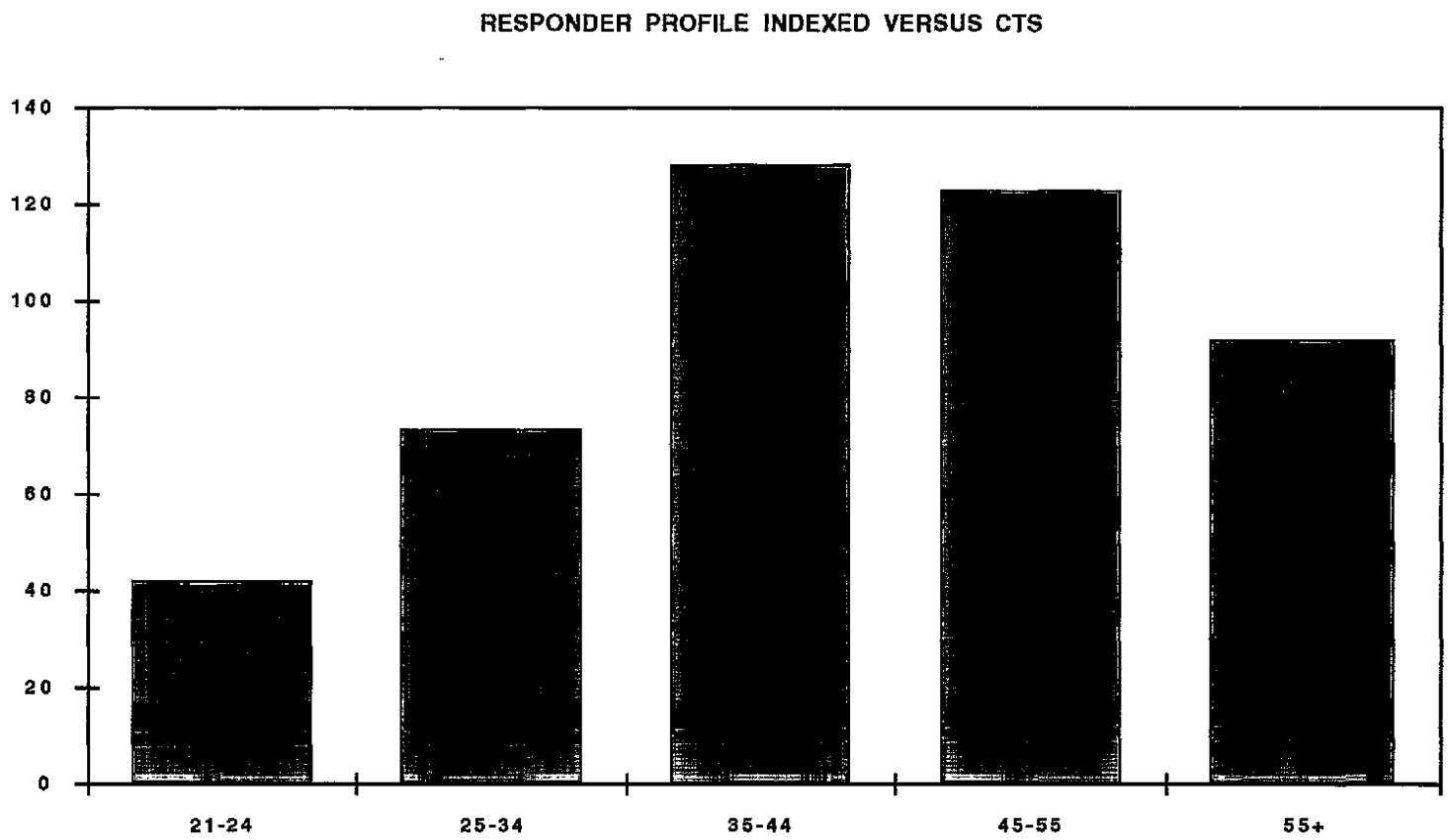
Source: https://www.industrydocuments.ucsf.edu/docs/qfmm0004

RESPONDER PROFILE INDEXED VERSUS BRAND PROFILE



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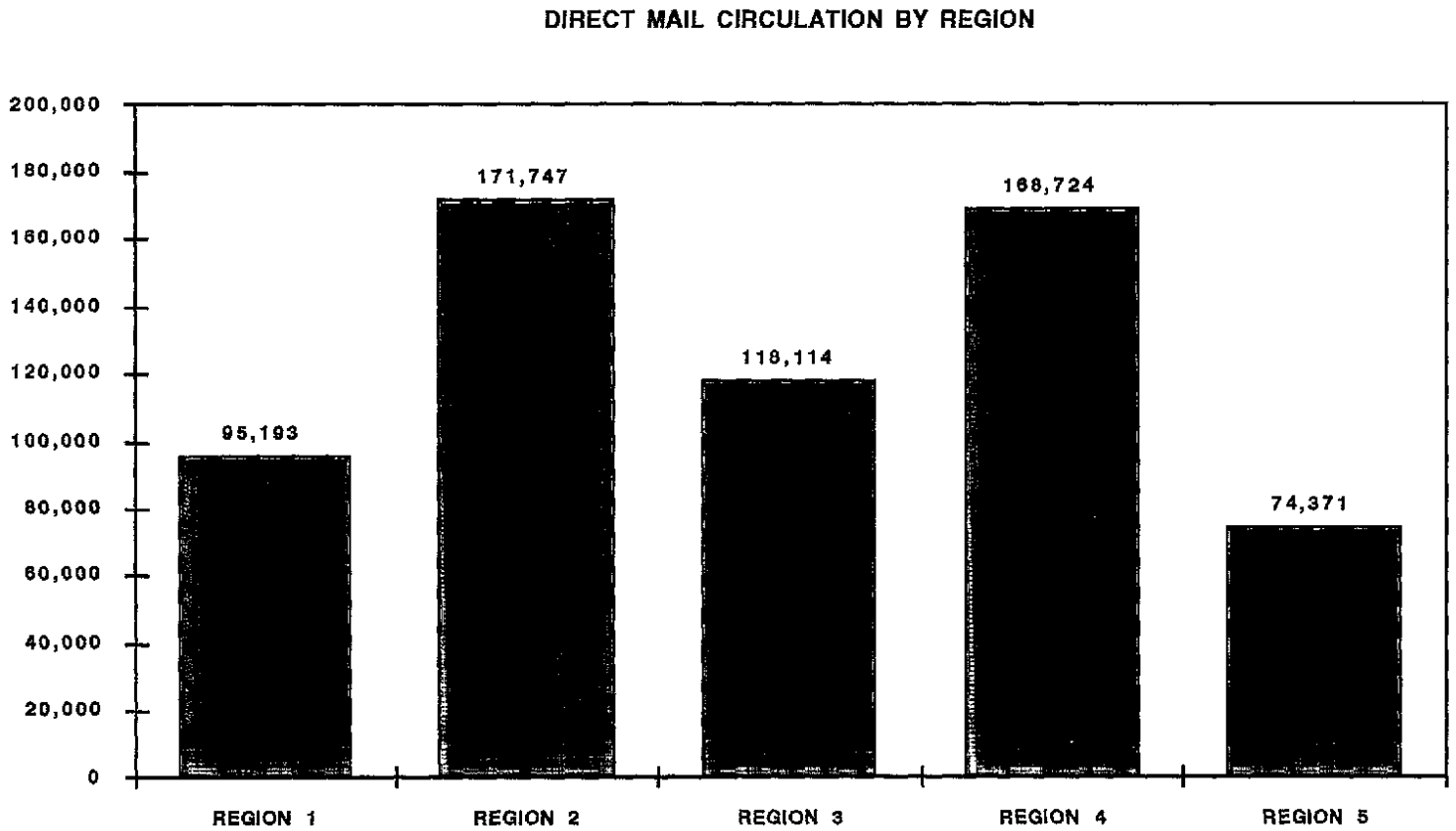
DIRECT MAIL CIRCULATIONS



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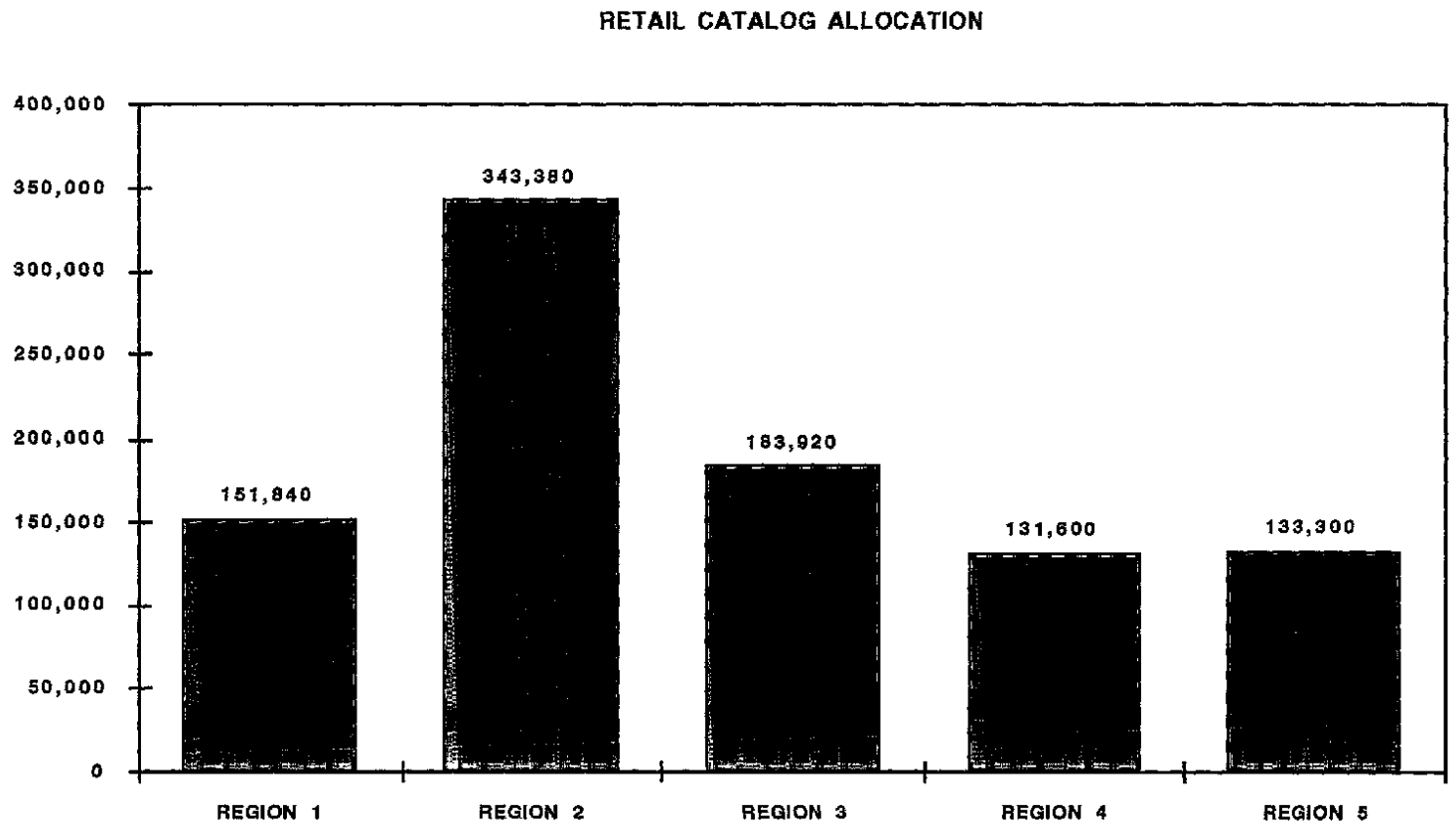
RETAIL CATALOG ALLOCATIONS



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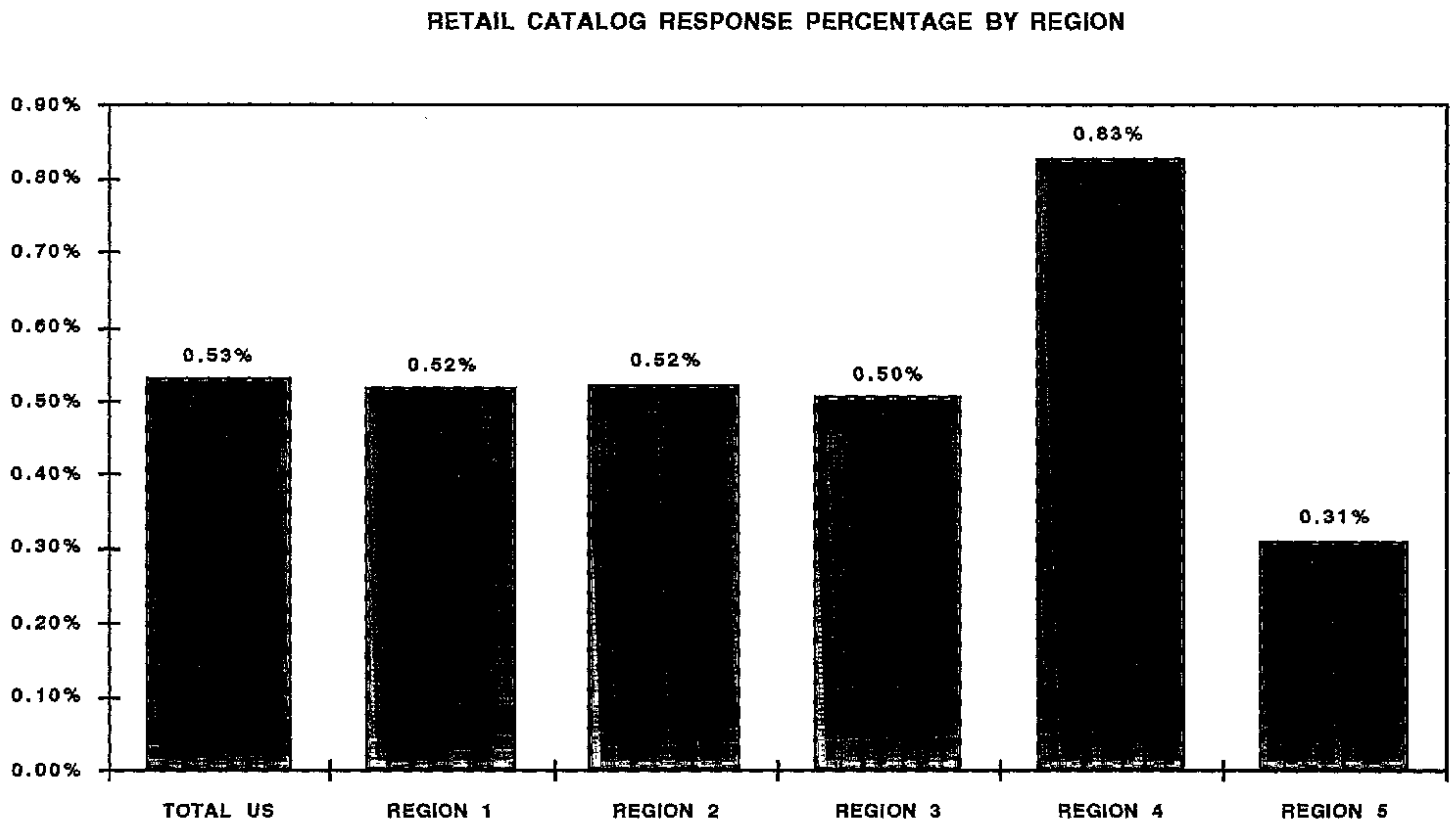
RETAIL CATALOG RESPONSE PERCENTAGE



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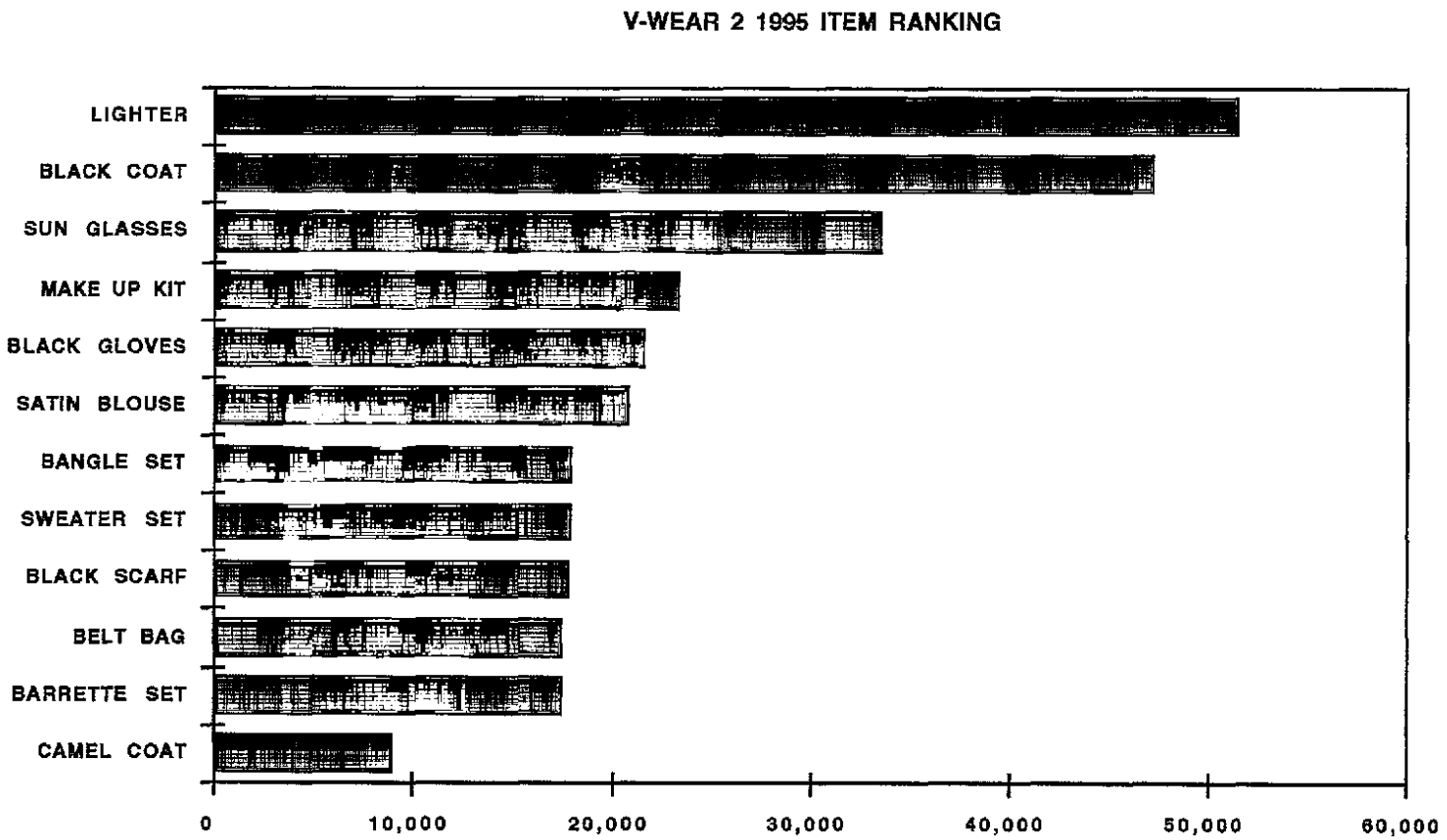
ITEM RANKING



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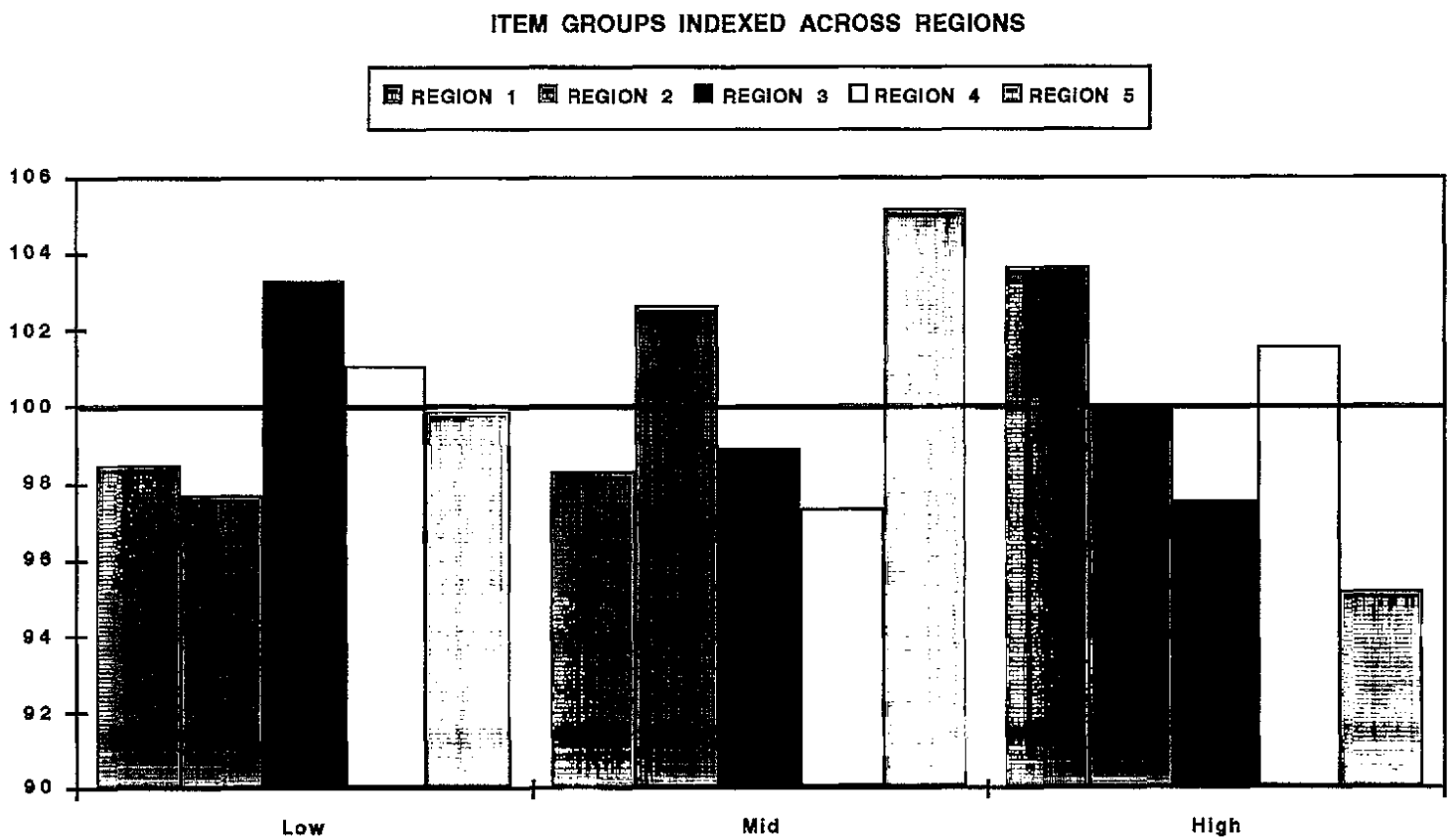
Source: https://www.industrydocuments.ucsf.edu/docs/qfmm0004

ITEM GROUP INDEX



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Source: https://www.industrydocuments.ucsf.edu/docs/qfmm0004

ITEMS INDEXED BY AGE

	21-24	25-34	35-44	45-54	55+
LOW	132	114	102	93	79
MID	93	101	101	98	99
HIGH	71	83	96	110	124

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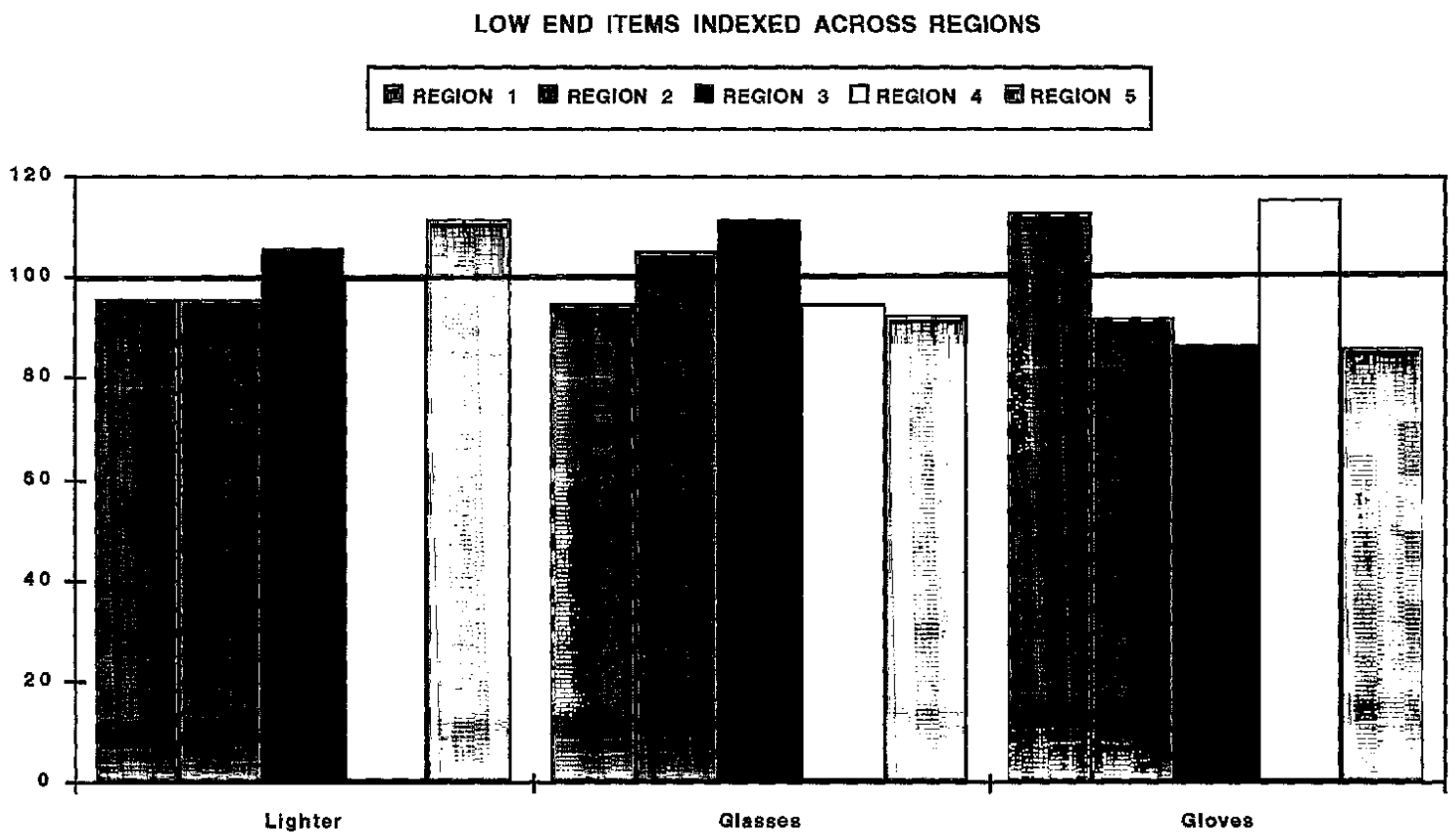
Source: https://www.industrydocuments.ucsf.edu/docs/qfmm0004

LOW ITEM INDEX



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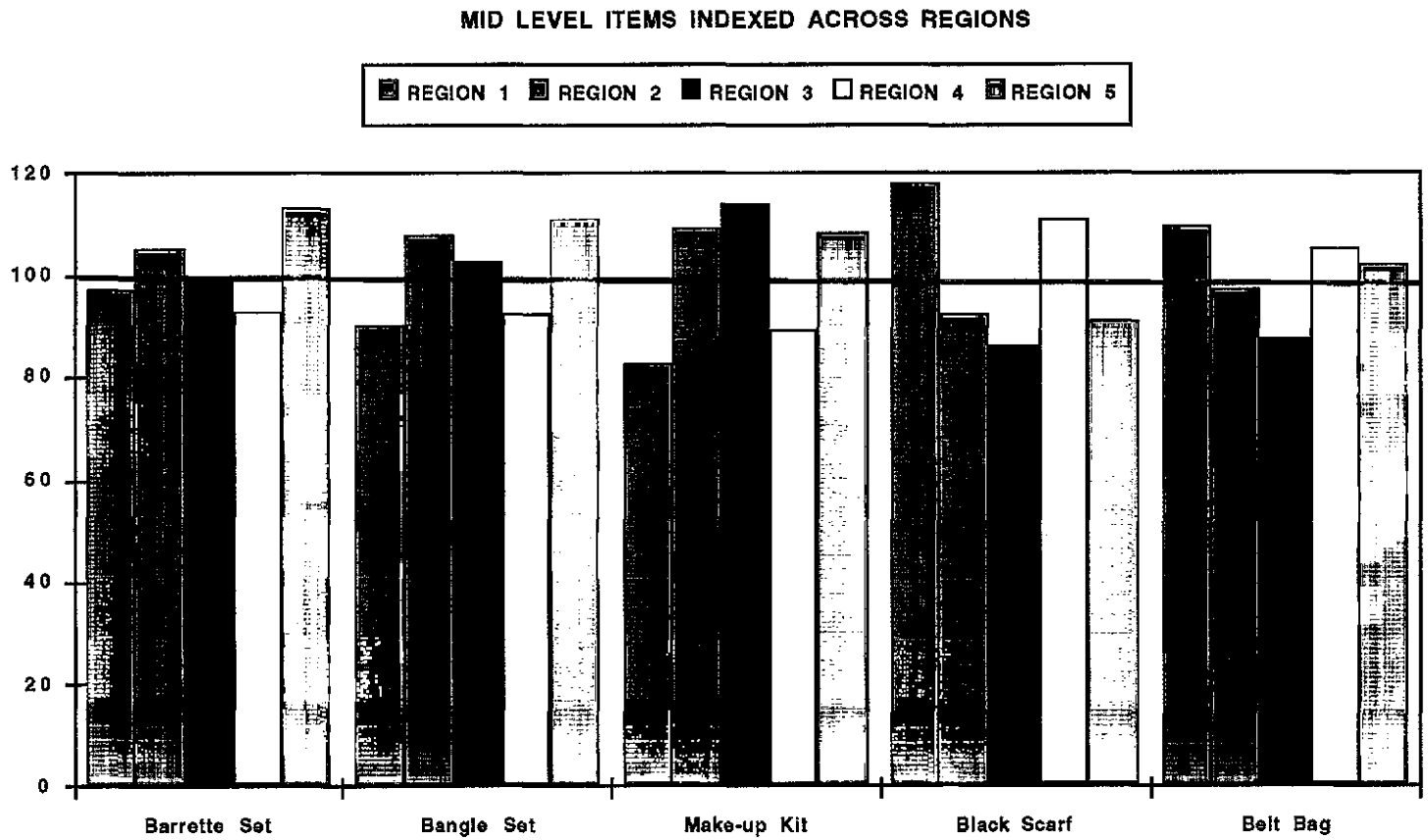
MID ITEM INDEX



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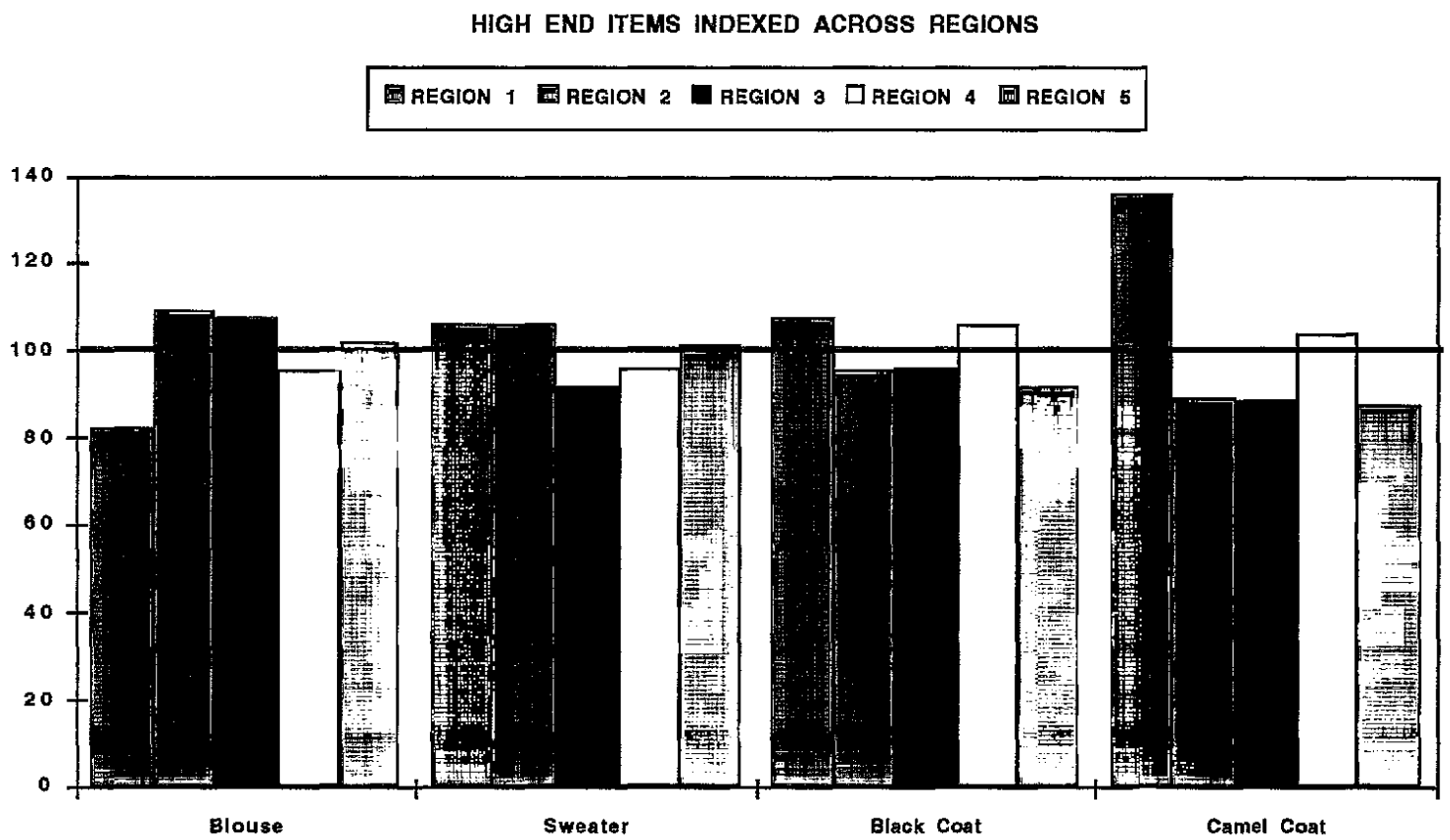
Source: https://www.industrydocuments.ucsf.edu/docs/qfmm0004

HIGH ITEM INDEX



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